

White Front Set to Open Ninth Store

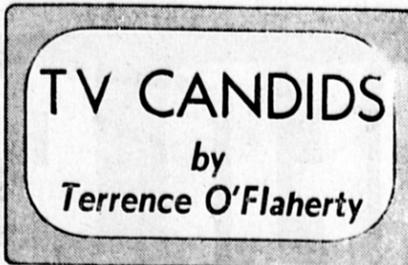
Plans for the opening of a new store in Canoga Park were announced today by Harry Epstein, vice president and general manager of White Front Stores, Inc. The new store—ninth White Front location in southern California—will be on the corner of Roscoe and Canoga Park Boulevards at 21300 Roscoe Blvd. Scheduled to open on about June 1, the Canoga Park store will be the second addition to the White Front chain within the last two months. Known as "America's leading discount department stores," White Front began operations over 34 years ago. Its first store, opened in 1929, was located on South Central Avenue in Los Angeles. White Front's concept of featuring nationally advertised brands and low discount prices be-

Youth Band Groups Set Busy Slate

Members of the Torrance Youth Bands have scheduled a busy spring, a spokesman for the group revealed this week. First on the agenda is an appearance Saturday in the Armed Forces Day parade. That will be followed Wednesday, May 22, with a concert featuring the Youth Band symphony orchestra at the First Methodist Church beginning at 7:30 p.m. The annual spring concert featuring the Torrance Youth Band's senior band will be presented Monday, May 27, at the El Camino College Campus Theater beginning at 8 p.m. Two of the youth organizations will be presented in concert at the Torrance Recreation Center on May 29. Performing in the program which begins at 7:30 p.m. will be the junior band and the prep band. A spring concert featuring the symphony orchestra has been scheduled for 4 p.m. on Sunday, June 2, at the Torrance Recreation Center. The junior and senior bands are scheduled to participate in the Southern California Youth Band Festival at the Hollywood Bowl to cap the busy spring schedule.

Christian School Hold Open House

The South Bay Community Christian School, 5922 Pacific Coast Hwy., will hold open house and take registrations for the fall term tomorrow evening from 7:30 to 9.



For some months now I have been watching a commercial for a sink cleaner, and I am puzzled.

It's the one that begins with a nice old lady who is talking to the caretaker of an apartment house. She compliments him on the place when suddenly a shrew with a voice that would cut through steel yells at him from the balcony. He waves good-bye to the old lady and scurries off to the housewife's apartment.

She is attempting to clean a slight scratch in her sink "before the girls come over." She is not only despondent, she is downright hysterical. When the handyman uses powder, the scratch comes out and her voice comes down. Fadeout.

Now, then... Why didn't the nice old gentleman turn this dreadful harriidan over his knee and give her a good lesson in manners along with lessons in house-keeping? Why do her girl friends go out and look at her sink, anyway? Has it been scratched before?

Does SHE go out and look at her girl friends' sinks when she visits THEIR apartments.

What the hell is wrong with a scratch in the sink, anyhow? And what's a little scratch between friends? Of course, I wouldn't want a son of mine to marry a girl whose sink was scratched. No American would go THAT far.

What kind of ad man writes this kind of stuff? And how can such a loud vulgar woman convince anyone to use a product? I could tell that woman had a scratchy sink just from the sound of her voice, and I wouldn't be caught dead buying anything she uses.

Besides, I don't care how many girl friends come into my kitchen and look for scratches on my sink. Provided they come out one at a time, that is.

At last it can be told: The West has been won. Only five westerns are scheduled for prime time network showing next fall and they are all old. The survivors: "Wagon Train" (expanded to 90 minutes), "The Virginian," "Gunsmoke," "Bonanza" and "Rawhide." NBC announced this week that it will shorten "Empire"—the "modern" western—to a half hour, titled "Redigo" with Richard Egan.

Headed for the Big Garbage Can in the Sky are: "Have Gun, Will Travel," "Lartime," "The Dakotas," "Cheyenne" and "Rifleman." All will be seen over and over again in re-runs under different titles on independent stations, and during odd hours or network channels, until the end of time.

This is the season when a young man's fancy turns to thoughts of love and when a television producer turns to thoughts of reruns. Of TV shows never die; they just keep retraining themselves.

In addition to the regular summer repeats there are also the canceled shows which have started to rerun earlier than ever this season. For the discriminating TV viewer the rerun season is an opportunity to catch up with worthwhile programs which were overlooked the first time around. For those who must have something new flickering by every hour, every day there will be the usual letters of complaint—for which I have little sympathy.

This is, of course, considerable cause for complaint that the good shows seldom repeat. On the other hand, the routine pot-boilers invariably do. But it is an opportunity for the producer of a television series to reshoot the programs he is proud of. It gives in-the-rut viewers an opportunity to watch the show on the opposite channel.

And best of all it gives TV-glutted America the excuse to walk around the block or ask the kids what happened at school today.

Most exasperating, perhaps, is the custom of re-running old movies. It is expected during the day and in the late, late flickers—but when NBC and ABC must resort to re-running the reruns during their prime-time movie series on Saturday, Sunday and Monday it lets the cat out of the bag: There aren't enough feature films of satisfactory content to feed a major time series once a week without doubling up.



BUY THE BRANDS YOU KNOW WITH Confidence AT Market Basket

LARGE SELECTION AT LOW, LOW PRICES EVERY TIME!

CARNATION LIGHT MEAT TUNA CHUNK STYLE 5 4 1/2-OZ. CANS \$1.00

CONTAINS INSTANT CHLORINE BLEACH DUTCH CLEANSER IN THE NEW DECORATOR ALL-PLASTIC PACKAGE 2 14-OZ. CANS 29¢ 21-OZ. CAN, 30¢

DUNDEE FRESH EGGS LARGE GRADE AA DOZEN IN CTN. 33¢

JACK & THE BEAN STALK GREEN BEANS CUT OR SLICED 2 16-OZ. CANS 39¢

FOLGER'S Coffee 2-LB. CAN, 1-LB. CAN 59¢ INSTANT COFFEE, 10-OZ. JAR, \$1.09

KRAFT OR MIRACLE FRENCH DRESSING 8-OZ. BOT. 23¢

PILLSBURY Pancake Mix 2-LB. PKG. 33¢

VERMONT MAID CANE & MAPLE Syrup 24-OZ. BOT., 53¢—PRICE INCLUDES 4¢ OFF LABEL

COUNTRY FRESH FLAVOR Allsweet 1-LB. CTN. 23¢

PRICE INCLUDES 12¢ OFF LABEL Fab 4 1/2-OZ. (GT.) PKG. 59¢

FOR AUTOMATIC DISHWASHERS Cascade 20-OZ. PKG. 39¢

APPLE TIME APPLESAUCE 9 16-OZ. CANS \$1.00

DEL MONTE PRUNE JUICE 35¢ QT. BOT.

JIFFY BISCUIT MIX 40-OZ. PKG. MAKES DELICIOUS SHORTCAKE 29¢

NEW! THE ADULT SOFT DRINK AND VERSATILE MIXER! SCHWEPES 6 FOR \$1.15 BITTER LEMON 10-OZ. NO DEPOSIT BOTTLES.

Kidney Beans 2 15 1/2-OZ. CANS 29¢

PETER PAN Peanut Butter 18-OZ. JAR 49¢

HEINZ STRAINED FRUITS AND VEGETABLES Baby Food 12 4 1/4-OZ. JARS \$1.00

CHEF BOY-AR-DEE MEAT OR MUSHROOM Spaghetti Dinner PKG. 39¢

FOR BAKING OR FRYING Spry 3-LB. CAN 59¢

CHOCOLATE—DELICIOUS HOT OR COLD Nestle's Quik 11 8-OZ. CANS 85¢

FEATURED ON KTTV CHANNEL 11 NABISCO Vanilla Waters 12-OZ. PKG. 29¢

LORNA DOONES, 10 1/2-OZ. PKG., 33¢

BANQUET ASSORTED DINNERS 3 FOR \$1.00

HAWAIIAN PUNCH 2 6-OZ. CANS 35¢

GORDO BEEF OR CHEESE ENCHILADA, RELLENO, TACO OR TACOMALE DINNERS EACH 39¢

WONG'S CHINESE FOOD • SHRIMP CHOW MEIN • PORK OR CHICKEN CHOP SUEY • FRIED RICE • EGG FOO YOUNG 39¢

YOUR CHOICE • SWEET & SOUR PORK • EGG ROLL 49¢

PRICES EFFECTIVE THURSDAY THROUGH SUNDAY, MAY 16-19

Samsonite FOLDING CHAIR \$3.99

WITH \$10.00 PURCHASE* *Excluding Alcoholic Beverages, And Fresh Fluid Milk & Cream.



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NEW! THE ADULT SOFT DRINK AND VERSATILE MIXER! SCHWEPES 6 FOR \$1.15 BITTER LEMON 10-OZ. NO DEPOSIT BOTTLES.

40-OZ. PKG. MAKES DELICIOUS SHORTCAKE 29¢

FOR SMART ENTERTAINING LIBBEY'S HOB NOB GLASSWARE 6 FOR \$1.00

FOR SMART ENTERTAINING LIBBEY'S HOB NOB GLASSWARE 6 FOR \$1.00

BOB HOPE'S DOUBLE FEATURE! PEPSODENT TOOTHPASTE 2 3 1/4-OZ. (GT. SIZE) TUBES 59¢

WHITE OR FLUORIDE REG. 53¢ EACH 19¢

TEK ADULT TOOTHBRUSHES REG. 33¢ ASSORTED SHAPES, TEXTURES AND COLORS. 22-GALLON CAPACITY, 20 1/2 INCHES IN DIAMETER, 27 1/2 INCHES HIGH PLASTIC TRASH CAN WITH LOCK-LID COVER. \$3.99

Market Basket BLUE CHIP STAMPS

Market Basket Top Quality Meats

FRESH CALIFORNIA GROWN KING SIZED FRYING CHICKEN PARTS

DRUMSTICKS 49¢ (LEGS)

VERY MEATY THIGHS 55¢

ALL WHITE MEAT BREASTS 59¢

FRESH GROUND BEEF 35¢

FRESH GROUND SHOULDER 59¢

FRESH GROUND ROUND 69¢

LUER QUALITY PORK SKINLESS LINK SAUSAGE 4 8-OZ. PKGS. 89¢

HORMEL'S OLD SMOKEHOUSE OR IOWA FARMS EASTERN SLICED BACON 1-LB. PKG. 49¢

Market Basket Delicatessen

HORMEL FRANKFURTERS 1-LB. PKG. 49¢

MARKET BASKET ALL BEEF SLICED BOLOGNA 6-OZ. PKG. 29¢

ROUND OR SQUARE GALLO SLICED ITALIAN SALAME 3-OZ. PKG. 33¢

MEDIUM CHeddar TILLAMOOK CHEESE 1-LB. 69¢

MARKET BASKET AMERICAN, PIMIENTO OR SWISS SLICED CHEESE 8-OZ. PKG. 29¢

MARKET BASKET COLESLAW, MACARONI OR HEALTH SALADS 16-OZ. CTN. 29¢

Market Basket Frozen Foods

BANQUET ASSORTED DINNERS 3 FOR \$1.00

HAWAIIAN PUNCH 2 6-OZ. CANS 35¢

GORDO BEEF OR CHEESE ENCHILADA, RELLENO, TACO OR TACOMALE DINNERS EACH 39¢

WONG'S CHINESE FOOD • SHRIMP CHOW MEIN • PORK OR CHICKEN CHOP SUEY • FRIED RICE • EGG FOO YOUNG 39¢

YOUR CHOICE • SWEET & SOUR PORK • EGG ROLL 49¢

LUSH GREEN OR TOPLIFE LIQUID PLANT FOOD 99¢

REGULAR GALLON WITH ALDRIN, GALLON \$1.49 HAWAIIAN MAGIC PLANT MULCH 8-CU. FT. BAG 98¢

U.S.D.A. GRADED CHOICE BEEF

CHUCK ROAST

BLADE CUTS LB. 33¢

SHOULDER BOILING BEEF LB. 29¢

THICK CUTS CHUCK STEAK LB. 39¢

ROUND BONE SHOULDER STEAK LB. 49¢

FOR SWISSING REGULAR CUT RUMP ROAST 69¢

BONELESS STEWING BEEF LB. 69¢

BONELESS FAMILY STEAK LB. 79¢

BONELESS SHOULDER ROAST LB. 79¢

SHORT CUT RIB ROAST LARGE END, LB. 79¢

SMALL END RIB ROAST, LB. 89¢

RIB STEAK LB. 89¢

BONELESS ROUND STEAK LB. 79¢

WELL-TRIMMED T-BONE STEAK LB. 98¢

WELL-TRIMMED STEAK PORTERHOUSE LB. \$1.09

BONELESS STEAK TOP SIRLOIN LB. \$1.29

ASSORTED COLORS WALDORF TOILET TISSUE 4 ROLL PKG. 29¢

VETV REGULAR OR LIVER Dog Food 12 16-OZ. CANS 89¢

Market Basket "PAMPERED" Fruits and Vegetables

CENTRAL AMERICAN BANANAS 2 LB. 25¢

FRESH, CRISP LETTUCE 2 HEADS 19¢

ASPARAGUS 19¢

FRESH GREEN LONG LB. 19¢

LUSH GREEN OR TOPLIFE LIQUID PLANT FOOD 99¢

REGULAR GALLON WITH ALDRIN, GALLON \$1.49 HAWAIIAN MAGIC PLANT MULCH 8-CU. FT. BAG 98¢

1401 S. Hawthorne Blvd. REDONDO BEACH 129 Lomita Ave. at Main WILMINGTON



Lippard Talk Wins Realtor Club Trophy

"Your Fears and How to Make Them Work for You" were explored in the trophy winning speech given by Harold Lippard of Lippard Realty at a meeting of the Torrance-Lomita Dealers Toastmasters Club.

Toastmaster of the day, George Hanback, presented the best critic trophy to Charles Cederlof and the impromptu speech award was won by Bruce Lane.

A limited amount of membership openings are available and interested persons may call Rodney Lewis at FR 8-8351 for more information.

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